

<b>Organization Name: Visit Southeast Montana</b> <b>Project Name: Consumer Advertising- Western Shooting Journal</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <input checked="" type="checkbox"/> <b>Final</b> <input type="checkbox"/> <b>Preliminary</b>
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**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Southeast Montana's general consumer advertising campaigns will focus on SEMT's core pillars as determined by the SEMT board of directors and through a comprehensive regional research project. These pillars are Historic Adventure, Outdoor Recreation, Native Culture, Western Adventure, and Dinosaur Adventure. SEMT has been made aware of an opportunity to advertise in the Western Shooting Journal, covering the states of Washington, Oregon, and Idaho. The June issue of this publication will be featuring a cover story about the Quigley Rifle Match in Forsyth. We are being offered a special advertising rate of \$1,000 for a full page ad.

Our board has also directed us to put more emphasis on attracting hunting to the region. This is an ideal opportunity to reach this audience. Hunters provide Montana with a positive economic impact during the winter months, which are typically times when tourism is down in eastern Montana.

Due to the short notice on this particular opportunity, we are requesting that approval of this application be expedited. Our deadline to reserve space is May 9th, but even then we aren't guaranteed that the space won't have already been sold.

The advertisement will be a full page, trackable, and will emphasize on hunting/shooting/wildlife viewing opportunities in Southeast Montana.

### **Objectives**

**Include the objectives from the narrative portion of your marketing plan that support this project.**

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Website Visits
- Advertising Responses

**Refer to the portions of your marketing plan, which support this project.**

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

### **How does this project support the Strategic Plan?**

- This project will support the State of Montana's Tourism Strategic Plan for 2013.

Detail Pages attached: Yes  
No X

Visit Southeast Montana Consumer Advertising			
MARKETING/ADVERTISING	State Tourism Funds	Other Funds	Total
Sportsman's Journal Ad Placement	\$1,000	\$0	\$1,000
Total	\$1,000	\$0	\$1,000